

Committee Name: Fitness	Session #:	Report #:
Committee Chair: Mary Jurey	Vice Chair: Brian Cummings & Marcia Anziano	
Minutes recorded by: Mary Jurey	Date/time of meeting: January 25 th , 2015	

Motions Passed:

Number of committee members present: 10	Absent: 6	Number of other delegates present:
Committee members present (list all, including chair and vice chair): Chair: Mary Jurey (South Central), Stacy Broncucia (Breadbasket), Bob Jennings (Dixie), Aubree Gustafson (Northwest), AJ Block (GreatLakes), Jody Smith (Northwest), Jane Moore (Northwest), Peter Lee (Colonies), Kyle Deery (Dixie), Robyn Walker (Great Lakes)		
Not present: Vice Chair: Marcia Anziano (Breadbasket), Vice Chair: Brian Cummings (GreatLakes), Kay Miller (Dixie), Laura Schuster (Oceana), Patrick Weiss (Great Lakes), Ken Winterberger (Northwest)		

Minutes

The meeting was called to order at 7:04 p.m. eastern

- 1.) Introductions and Roll Call. Discussion regarding the purpose and definition of the Fitness Education Committee. Discussed reaching out to the fitness swimmer and how to do that. How to facilitate better and wider communication to attract people to USMS and to become involved in swimming.
- 2.) Check Off Challenge (Robyn Walker) – The consensus was that we still think it’s cool but need to utilize better tools to promote the program. Work on creating messaging that can be relayed to Coaches. Better promotion at the LMSC level.
- 3.) Go The Distance (AJ Block) – This is an extremely popular program but we think it would be fun to give updates and fun facts that acknowledge swimmer accomplishments and program updates. Aiming for 3 months, 6 months, etc.
- 4.) New Ideas: Creating a Fitness Blog to share new ideas, and give recognition to fitness swimmers who have made certain accomplishments. Also tie in articles from Sports Medicine and other places.
- 5.) Tools or projects reaching out to the younger swimmers (35 and under). We talked a lot about using social media to achieve these goals. Suggestions were Instagram posts, video content, Fitness tweets. Possible reaching out to high school swimmers or college swimmers who are not swimming on their college team but would like to swim.
- 6.) Better communication channels to either connect people to the USMS web site or to have a way to support events by feeding down thru the LMSCs.

Next meeting: Sunday, February 22, 2015 @ 7 pm ET

The meeting was adjourned at 8:01 pm eastern
